INDEX TO *THE BULLETIN* OF THE ABC VOLUME 51, 1988

This indexes Volume 51, Numbers 1-4. It is arranged by author / title, title / author, and keyword. The numbers 51:3:2-7:September 1988 represent the volume, issue, page, and date respectively. The author index gives the name of *all* authors. Where there is more than one author for an article, cross reference entries are made under the name(s) of coauthors also. The title and keyword indexes, if used together, would facilitate a good subject search.

AUTHOR/TITLE INDEX

ABC Teaching Methodology and Concepts Committee / How to Teach Intercultural Concepts in a Basic Business Communication Class. 51:3:2-7:September 1988.

ABC / Highlights of the ABC Board of Directors Meeting. 51:1:41-42:March 1988.

ABC Research Topics Subcommittee / Topics for Business Communication Research. 51:2:32-39:June 1988.

ABC / Index to *The Bulletin* of the ABC, Volume 50, Numbers 1-4. 51:1:43-46:March 1988.

Arnold, Vanessa Dean and John C. Malley / Communication: The Missing Link in the Challenger Disaster. 51:4:12-14:December 1988.

Atwater, Deborah F. and Nancy Wyatt / Improving Communication at Work. 51:4:2-7:December 1988.

Barbour, Dennis H. / The Word Processing Lab in the Business Writing Course. 51:3:19-20:September 1988.

Becker, Susan and Edwina Jordan / Will the Real Job Applicant Please Stand Up? 51:4:22-26:December 1988.

Berteotti, Carol and Ella Ozier Yu / Developing Persuasive Strategies: A Different Approach to the Job Application Assignment. 51:2:24-25:June 1988.

Bowman, Joel P., ed. / Midwest Newsletter, Volume 4, Number 1. 51:4:43-50:December 1988.

Brandenburg, Maryanne / Teaching and Living in China: Experiences of an American Business Communication Teacher in Shanghai. 51:3:31-32:September 1988.

Connor, Jennifer J. / Research in Business Communication: A Plea for Originality and Relevance in Pedagogic Examples. 51:3:21-24:September 1988.

Dodd, William M. and John W. Presley / Business Writing in the Social Sciences: A Checklist of Dissertations, 1984-1986. 51:1:32-34:March 1988.

Dosier, Lloyd and Linda Munilla / Back to the Campus: A Remedy to Biased Language on the Job. 51:2:29-31:June 1988.

Dukes, Thomas / Writing and Responsibility: A New Emphasis for the Student "Company." 51:2:10-11:June 1988.

Dukes, Thomas / *The Wall Street Journal* in the Business Writing Class. 51:1:25-26:March 1988.

Figgins, Ross / The Gutenberg 2001: What Desktop Publishing Could Mean to Business Communicators. 51:2:1-4:June 1988.

Fleming, John P. and Carolyn Hollman / Writing a Notice of Meeting Memo. 51:4:33-38:December 1988.

Galle, William P., Jr. and Olof Lundberg, Jr. / Employment Skills in the Basic Business Communication Course. 51:4:27-31:December 1988.

Gigliotti, Carol C. / Teaching Intercultural Communication "Interculturally." 51:1:27-28:March 1988.

Golen, Steven P. and David H. Lynch / How to Integrate Articles in a Business Communication Class. 51:1:26-27:March 1988.

Goodrich, Elizabeth A. / Researching the Organization — The Career Library and the Application Letter. 51:2:22-23:June 1988.

Guinn, Dorothy Margaret / The Case for Self-Generated Cases. 51:2:4-10:June 1988.

Hager, Peter J. / Incorporating the Journal Article into the Business Communication Classroom. 51:2:11-16:June 1988.

Haggblade, Berle / Has Technology Solved the Spelling Problem? 51:1:23-25:March 1988.

Hagge, John / Presenting the Teacher-Based Case: Discourse Analysis in the Business Communication Class. 51:1:5-12:March 1988.

Harcourt, Jules / A New Cross-Cultural Communication Course: Communicating in the International Business Environment. 51:3:11-13:September 1988.

Harris, Joseph / Beyond Clarity: An Outer-Directed Approach to Business Writing. 51:1:1-4:March 1988.

Hilton, Chad / The Mixed Message: Recognizing and Eliminating This Enemy of Clear Writing. 51:1:18-20:March 1988.

Hollman, Carolyn and John P. Fleming / Writing a Notice of Meeting Memo. 51:4:33-38:December 1988.

Johnston, Jean / Japanese Firms in the U.S.: Adapting the Persuasive Message. 51:3:33-34:September 1988.

Jordan, Edwina / A Letter Writing Unit That Works. 51:3:16-17:September 1988.

Jordan, Edwina / Updating the Business Communications Classroom. 51:2:17:June 1988.

INDEX TO *THE BULLETIN* OF THE ABC VOLUME 51, 1988

This indexes Volume 51, Numbers 1-4. It is arranged by author / title, title / author, and keyword. The numbers 51:3:2-7:September 1988 represent the volume, issue, page, and date respectively. The author index gives the name of *all* authors. Where there is more than one author for an article, cross reference entries are made under the name(s) of coauthors also. The title and keyword indexes, if used together, would facilitate a good subject search.

AUTHOR/TITLE INDEX

ABC Teaching Methodology and Concepts Committee / How to Teach Intercultural Concepts in a Basic Business Communication Class. 51:3:2-7:September 1988.

ABC / Highlights of the ABC Board of Directors Meeting. 51:1:41-42:March 1988.

ABC Research Topics Subcommittee / Topics for Business Communication Research. 51:2:32-39:June 1988.

ABC / Index to *The Bulletin* of the ABC, Volume 50, Numbers 1-4. 51:1:43-46:March 1988.

Arnold, Vanessa Dean and John C. Malley / Communication: The Missing Link in the Challenger Disaster. 51:4:12-14:December 1988.

Atwater, Deborah F. and Nancy Wyatt / Improving Communication at Work. 51:4:2-7:December 1988.

Barbour, Dennis H. / The Word Processing Lab in the Business Writing Course. 51:3:19-20:September 1988.

Becker, Susan and Edwina Jordan / Will the Real Job Applicant Please Stand Up? 51:4:22-26:December 1988.

Berteotti, Carol and Ella Ozier Yu / Developing Persuasive Strategies: A Different Approach to the Job Application Assignment. 51:2:24-25:June 1988.

Bowman, Joel P., ed. / Midwest Newsletter, Volume 4, Number 1. 51:4:43-50:December 1988.

Brandenburg, Maryanne / Teaching and Living in China: Experiences of an American Business Communication Teacher in Shanghai. 51:3:31-32:September 1988.

Connor, Jennifer J. / Research in Business Communication: A Plea for Originality and Relevance in Pedagogic Examples. 51:3:21-24:September 1988.

Dodd, William M. and John W. Presley / Business Writing in the Social Sciences: A Checklist of Dissertations, 1984-1986. 51:1:32-34:March 1988.

Dosier, Lloyd and Linda Munilla / Back to the Campus: A Remedy to Biased Language on the Job. 51:2:29-31:June 1988.

Dukes, Thomas / Writing and Responsibility: A New Emphasis for the Student "Company." 51:2:10-11:June 1988.

Dukes, Thomas / *The Wall Street Journal* in the Business Writing Class. 51:1:25-26:March 1988.

Figgins, Ross / The Gutenberg 2001: What Desktop Publishing Could Mean to Business Communicators. 51:2:1-4:June 1988.

Fleming, John P. and Carolyn Hollman / Writing a Notice of Meeting Memo. 51:4:33-38:December 1988.

Galle, William P., Jr. and Olof Lundberg, Jr. / Employment Skills in the Basic Business Communication Course. 51:4:27-31:December 1988.

Gigliotti, Carol C. / Teaching Intercultural Communication "Interculturally." 51:1:27-28:March 1988.

Golen, Steven P. and David H. Lynch / How to Integrate Articles in a Business Communication Class. 51:1:26-27:March 1988.

Goodrich, Elizabeth A. / Researching the Organization — The Career Library and the Application Letter. 51:2:22-23:June 1988.

Guinn, Dorothy Margaret / The Case for Self-Generated Cases. 51:2:4-10:June 1988.

Hager, Peter J. / Incorporating the Journal Article into the Business Communication Classroom. 51:2:11-16:June 1988.

Haggblade, Berle / Has Technology Solved the Spelling Problem? 51:1:23-25:March 1988.

Hagge, John / Presenting the Teacher-Based Case: Discourse Analysis in the Business Communication Class. 51:1:5-12:March 1988.

Harcourt, Jules / A New Cross-Cultural Communication Course: Communicating in the International Business Environment. 51:3:11-13:September 1988.

Harris, Joseph / Beyond Clarity: An Outer-Directed Approach to Business Writing. 51:1:1-4:March 1988.

Hilton, Chad / The Mixed Message: Recognizing and Eliminating This Enemy of Clear Writing. 51:1:18-20:March 1988.

Hollman, Carolyn and John P. Fleming / Writing a Notice of Meeting Memo. 51:4:33-38:December 1988.

Johnston, Jean / Japanese Firms in the U.S.: Adapting the Persuasive Message. 51:3:33-34:September 1988.

Jordan, Edwina / A Letter Writing Unit That Works. 51:3:16-17:September 1988.

Jordan, Edwina / Updating the Business Communications Classroom. 51:2:17:June 1988.

Jordan, Edwina and Susan Becker / Will the Real Job Applicant Please Stand Up? 51:4:22-26:December 1988.

Kam, Hong / China's Need to Train More Personnel in English. Introduction by Gretchen Vik and Carolyn Wardell. 51:3:27-30:September 1988.

Kinosita, Koreo / Language Habits of the Japanese. 51:3:35-40:September 1988.

Lundberg, Olof, Jr. and William P. Galle, Jr. / Employment Skills in the Basic Business Communication Course. 51:4:27-31:December 1988.

Lynch, David H. and Steven P. Golen / How to Integrate Articles in a Business Communication Class. 51:1:26-27:March 1988.

Malley, John C. and Vanessa Dean Arnold / Communication: The Missing Link in the Challenger Disaster. 51:4:12-14:December 1988.

McDonald, Daniel / Dear Somebody. 51:2:25:June 1988.

Meyers, G. Douglas / Efficient, Effective Evaluation: Grading Business Communication Assignments with the Primary Trait Scoring Method. 51:2:18-21:June 1988.

Meyers, G. Douglas / Using Criterion-Based and Reader-Based Peer-Review Sheets. 51:1:35-39:March 1988.

Mitchell, Robert B. / Integrating the Development of Interpersonal, Listening, Speaking, and Written Communication Skills — Concluding the Business Communication Course with Realism. 51:2:27-29:June 1988.

Munilla, Linda and Lloyd Dosier / Back to the Campus: A Remedy to Biased Language on the Job. 51:2:29-31:June 1988.

Murphree, Carolyn T. / How Far Have You Come, Baby? 51:1:29-31:March 1988.

Murphy, J. William / A Four-Step Approach to Improving Student Thinking. 51:2:26-27:June 1988.

O'Neill, Sheila / Tailoring Business Communication Instruction to the Needs of Specialized Professions. 51:4:8-11:December 1988.

Presley, John W. and William M. Dodd / Business Writing in the Social Sciences: A Checklist of Dissertations, 1984-1986. 51:1:32-34:March 1988.

Ralston, S. Michael / Teaching Effective Employment Interviewing. 51:4:32-33:December 1988.

Shirk, Henrietta Nickels / The Editor's Desk. 51:3:1-2:September 1988.

Shirk, Henrietta Nickels / The Editor's Desk. 51:4:1:December 1988.

Spinks, Nelda and Barron Wells / Employment Interviews: Trends in the Fortune 500 Companies — 1980-1988. 51:4:15-21:December 1988.

Spring, Marietta / Writing a Questionnaire Report. 51:3:18-19:September 1988.

Stegman, John D. / The Importance of Managerial Communication: An Annotated Bibliography. 51:3:25-26:September 1988.

Sterkel, Karen S. / Integrating Intercultural Communication and Report Writing in the Communication Class. 51:3:14-16:September 1988.

Strode, Mary Lee / A Memorandum Report Assignment Involving Magazines in Students' Major Fields. 51:2:17-18:June 1988.

Victor, David A. / Cross-Cultural Influences on Business Communication: Applications for Teaching and Practice. 51:3:8-10:September 1988.

Weiss, Timothy / Promoting a Cause. 51:1:13-15:March 1988.

Wells, Barron and Nelda Spinks / Employment Interviews: Trends in the Fortune 500 Companies — 1980-1988. 51:4:15-21:December 1988.

White, Michael C. / The Tone Scale: A Five-Part Activity for Measuring and Adjusting Tone in Business Correspondence. 51:1:21-23:March 1988.

Worley, Rebecca, ed. / IIS&C Newsletter, Volume 4, Number 1. 51:4:51-54:December 1988.

Wyatt, Nancy and Deborah F. Atwater / Improving Communication at Work. 51:4:2-7:December 1988.

Yu, Ella Ozier and Carol Berteotti / Developing Persuasive Strategies: A Different Approach to the Job Application Assignment. 51:2:24-25:June 1988.

TITLE/AUTHOR INDEX

Back to the Campus: A Remedy to Biased Language on the Job / Lloyd Dosier and Linda Munilla. 51:2:29-31:June 1988.

Beyond Clarity: An Outer-Directed Approach to Business Writing / Joseph Harris. 51:1:1-4:March 1988.

Business Writing in the Social Sciences: A Checklist of Dissertations, 1984-1986 / John W. Presley andWilliam M. Dodd. 51:1:32-34:March 1988.

The Case for Self-Generated Cases / Dorothy Margaret Guinn. 51:2:4-10:June 1988.

China's Need to Train More Personnel in English. Introduction by Gretchen Vik and Carolyn Wardell / Hong Kam. 51:3:27-30:September 1988.

Communication: The Missing Link in the Challenger Disaster / Vanessa Dean Arnold and John C. Malley. 51:4:12-14:December 1988.

Cross-Cultural Influences on Business Communication: Applications for Teaching and Practice / David A. Victor. 51:3:8-10:September 1988.

Dear Somebody / Daniel McDonald. 51:2:25:June 1988.

Developing Persuasive Strategies: A Different Approach to the Job Application Assignment / Ella Ozier Yu and Carol Berteotti. 51:2:24-25:June 1988.

The Editor's Desk / Henrietta Nickels Shirk. 51:3:1-2:September 1988.

The Editor's Desk / Henrietta Nickels Shirk. 51:4:1:December 1988.

Efficient, Effective Evaluation: Grading Business Communication Assignments with the Primary Trait Scoring Method / G. Douglas Meyers. 51:2:18-21:June 1988.

Employment Interviews: Trends in the Fortune 500 Companies — 1980-1988 / Nelda Spinks and Barron Wells. 51:4:15-21:December 1988.

Employment Skills in the Basic Business Communication Course / William P. Galle, Jr. and Olof Lundberg, Jr. 51:4:27-31:December 1988.

A Four-Step Approach to Improving Student Thinking / J. William Murphy. 51:2:26-27:June 1988.

The Gutenberg 2001: What Desktop Publishing Could Mean to Business Communicators / Ross Figgins. 51:2:1-4:June 1988.

Has Technology Solved the Spelling Problem? / Berle Haggblade. 51:1:23-25:March 1988.

Highlights of the ABC Board of Directors Meeting / ABC. 51:1:41-42:March 1988.

How Far Have You Come, Baby? / Carolyn T. Murphree. 51:1:29-31:March 1988.

How to Integrate Articles in a Business Communication Class / Steven P. Golen and David H. Lynch. 51:1:26-27:March 1988.

How to Teach Intercultural Concepts in a Basic Business Communication Class / ABC Teaching Methodology and Concepts Committee. 51:3:2-7:September 1988.

IIS&C Newsletter, Volume 4, Number 1 / Rebecca Worley, ed. 51:4:51-54:December 1988.

The Importance of Managerial Communication: An Annotated Bibliography / John D. Stegman. 51:3:25-26:September 1988.

Improving Communication at Work / Nancy Wyatt and Deborah F. Atwater. 51:4:2-7:December 1988.

Incorporating the Journal Article into the Business Communication Classroom / Peter J. Hager. 51:2:11-16:June 1988.

Index to *The Bulletin* of the ABC, Volume 50, Numbers 1-4 / ABC. 51:1:43-46:March 1988.

Integrating the Development of Interpersonal, Listening, Speaking, and Written Communication Skills — Concluding the Business Communication Course with Realism / Robert B. Mitchell. 51:2:27-29:June 1988.

Integrating Intercultural Communication and Report Writing in the Communication Class / Karen S. Sterkel. 51:3:14-16:September 1988.

Japanese Firms in the U.S.: Adapting the Persuasive Message / Jean Johnston. 51:3:33-34:September 1988.

Language Habits of the Japanese / Koreo Kinosita. 51:3:35-40:September 1988.

A Letter Writing Unit That Works / Edwina Jordan. 51:3:16-17:September 1988.

A Memorandum Report Assignment Involving Magazines in Students' Major Fields / Mary Lee Strode. 51:2:17-18:June 1988.

Midwest Newsletter, Volume 4, Number 1 / Joel P. Bowman, ed. 51:4:43-50:December 1988.

The Mixed Message: Recognizing and Eliminating This Enemy of Clear Writing / Chad Hilton. 51:1:18-20:March 1988.

A New Cross-Cultural Communication Course: Communicating in the International Business Environment / Jules Harcourt. 51:3:11-13:September 1988.

Presenting the Teacher-Based Case: Discourse Analysis in the Business Communication Class / John Hagge. 51:1:5-12:March 1988.

Promoting a Cause / Timothy Weiss. 51:1:13-15:March 1988.

Research in Business Communication: A Plea for Originality and Relevance in Pedagogic Examples / Jennifer J. Connor. 51:3:21-24:September 1988.

Researching the Organization — The Career Library and the Application Letter / Elizabeth A. Goodrich. 51:2:22-23:June 1988.

Tailoring Business Communication Instruction to the Needs of Specialized Professions / Sheila O'Neill. 51:4:8-11:December 1988.

Teaching Effective Employment Interviewing / S. Michael Ralston. 51:4:32-33:December 1988.

Teaching Intercultural Communication "Interculturally" / Carol C. Gigliotti. 51:1:27-28:March 1988.

Teaching and Living in China: Experiences of an American Business Communication Teacher in Shanghai / Maryanne Brandenburg. 51:3:31-32:September 1988.

The Wall Street Journal in the Business Writing Class / Thomas Dukes. 51:1:25-26:March 1988.

The Tone Scale: A Five-Part Activity for Measuring and Adjusting Tone in Business Correspondence / Michael C. White. 51:1:21-23:March 1988.

Topics for Business Communication Research / ABC Research Topics Subcommittee. 51:2:32-39:June 1988.

Updating the Business Communications Classroom / Edwina Jordan. 51:2:17:June 1988.

Using Criterion-Based and Reader-Based Peer-Review Sheets / G. Douglas Meyers. 51:1:35-39:March 1988.

Will the Real Job Applicant Please Stand Up? / Susan Becker and Edwina Jordan. 51:4:22-26:December 1988.

The Word Processing Lab in the Business Writing Course / Dennis H. Barbour. 51:3:19-20:September 1988.

Writing a Notice of Meeting Memo / Carolyn Hollman and John P. Fleming. 51:4:33-38:December 1988.

Writing a Questionnaire Report / Marietta Spring. 51:3:18-19:September 1988.

Writing and Responsibility: A New Emphasis for the Student "Company" / Thomas Dukes. 51:2:10-11:June 1988.

KEYWORD INDEX

APPLICATION LETTERS, developing persuasive strategies. 51:2:24-25:June 1988.

APPLICATION LETTERS, research for. 51:2:22-23:June 1988.

ARTICLES, integrating into business communication class. 51:1:26-27:March 1988.

BIASED LANGUAGE, an on-the-job remedy. 51:2:29-31:June 1988.

BUSINESS WRITING, in social sciences. 51:1:32-34:March 1988.

CASE-STUDIES, student-generated. 51:2:4-10:June 1988.

CHINA, teaching business communication. 51:3:31-32:September 1988.

COMMUNICATION, problems in Challenger disaster. 51:4:12-14:December 1988.

COMMUNICATION SKILLS, non-written. 51:2:27-29:June 1988.

COMMUNICATIONS AT WORK, heuristics for. 51:4:2-7:December 1988.

CROSS-CULTURAL INFLUENCES, teaching of. 51:3:8-10:September 1988.

DESKTOP PUBLISHING, latest information. 51:2:1-4:June 1988.

EMPLOYMENT INTERVIEWS, effective teaching. 51:4:32-33:December 1988.

EMPLOYMENT INTERVIEWS, trends. 51:4:15-21:December 1988.

EMPLOYMENT SKILL, trends in teaching. 51:4:27-31:December 1988.

FOREIGN TRAINING IN ENGLISH, China's Answer. 51:3:27-30:September 1988.

GRADING TECHNIQUES, primary trait scoring. 51:2:18-21:June 1988.

INTERCULTURAL COMMUNICATION, course description. 51:3:11-13:September 1988.

INTERCULTURAL COMMUNICATION, integrating with report writing. 51:3:14-16:September 1988.

INTERCULTURAL COMMUNICATION, teaching. 51:1:27-28:March 1988.

INTERCULTURAL CONCEPTS, how to teach. 51:3:2-7:September 1988.

JAPANESE, language habits. 51:3:35-40: September 1988.

JOB RÉSUMÉS, preparation. 51:4:22-26:December 1988.

JOURNAL ARTICLE, as writing assignment. 51:2:11-16:June 1988.

LETTER WRITING, teaching. 51:3:16-17:September 1988.

MAGAZINE ARTICLES, used in the classroom. 51:2:17:June 1988.

MANAGERIAL COMMUNICATION, bibliography. 51:3:25-26:September 1988.

MEMORANDUM REPORTS, using magazines for. 51:2:17-18:June 1988.

MEMOS FOR MEETINGS, simulations assignment. 51:4:33-38:December 1988.

MIXED MESSAGE, problem and solution. 51:1:18-20:March 1988.

NEWSPAPERS, using them in class. 51:1:25-26:March 1988.

PEDAGOGIC EXAMPLES, originality and relevance. 21-24:September 1988.

PERSUASION, ETHICS. 51:1:13-15:March 1988.

PERSUASIVE MESSAGES, Japan compared with U.S. 51:3:33-34. September 1988.

REPORT WRITING, questionnaire. 51:3:18-19:September 1988.

RESEARCH TOPICS. 51:2:32-39:June 1988.

REVIEW SHEETS, using for messages. 35-39:March 1988.

SALUTATIONS. 51:2:25:June 1988.

SPELLING, technology's effect on. 51:1:23-25:March 1988.

STUDENT "COMPANIES", generating student responsibility. 51:2:10-11:June 1988.

TAILORING INSTRUCTION, guidelines for. 51:4:8-11:December 1988.

TEACHER-BASED CASES, how to handle them. 51:1:5-12:March 1988.

THINKING SKILLS, improving students'. 51:2:26-27:June 1988.

TONE, quantitative measurement. 51:1:21-23:March 1988.

WOMEN IN THE WORKFORCE, problem for writing. 51:1:29-31:March 1988.

WORD PROCESSING, in business communication courses. 51:3:19-20:September 1988.

WRITING THEORIES, outer-directed. 51:1:1-4:March 1988.